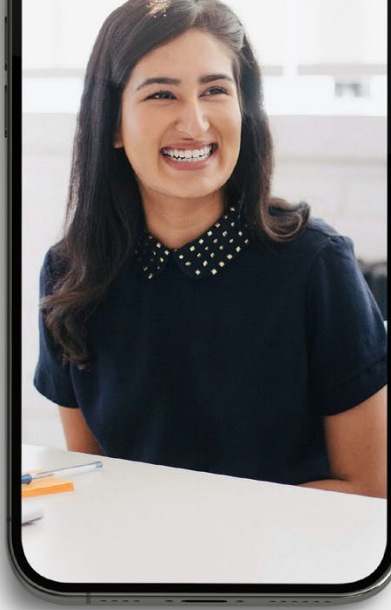




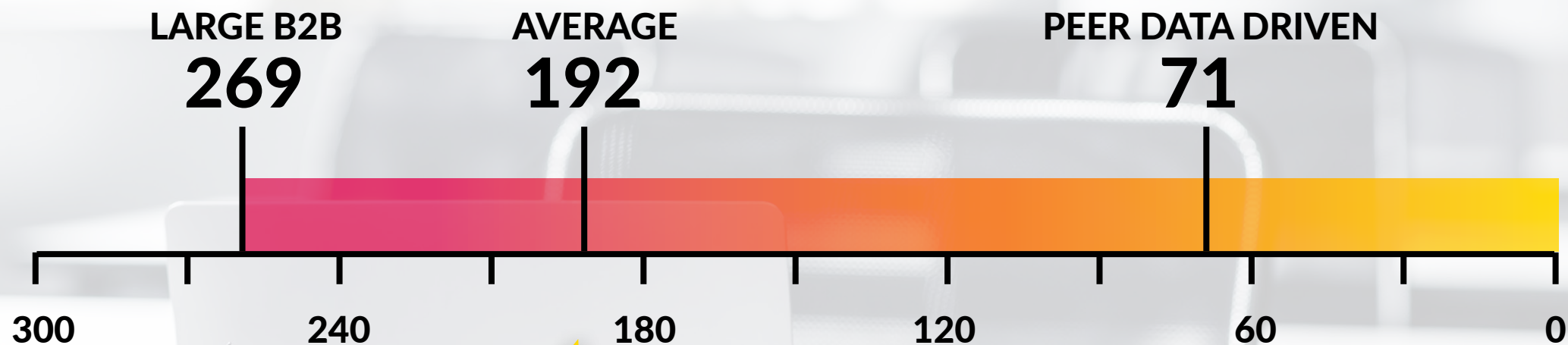
## Customer Insight: Using Voice of Customer to Drive More Opportunities

A Qualitative Study of How  
Executives View Peer Review Sites



# Need to Accelerate Revenue from Marketing Spend

Customer Journey Length (Days) from First Touch to Closed/Won



**It takes an average of 31 touches to close a deal. Customer journeys where a peer review site is the first touch are **63% shorter than the average.****



# Users Engage Peers to Make Buying Decisions

## BUYING BEHAVIOR



92%

of respondents agreed that buyers depend on crowd sourced information on customer review sites to compress the time to evaluate alternatives and make decisions



50%

of the information sources executives turned to make important decisions are peer-based

Source: [Eureka! Video Series](#) | [Expert Guidance](#) | [Gartner](#)



# How Peer Review Sites Help Technology Vendors Understand the Buyer's Journey

## FEEDBACK FOR SELLERS



- Effectiveness of messaging
- Market Sizing
- Identification of new use cases for the product

## INTENT DATA FOR SALES



- Position in Buyer's Journey
- Lead Qualification
- Account Mapping
- Improving Buyer Experience





Software peer review sites offer a level of **trust** and **recognition** for your brand and their ratings and reviews **significantly influence purchase decisions.**



## Sample Study Participants

Senior Marketing Executives from Leading Software Companies:

- Airtable
- Celigo
- 1010data
- 8 x 8
- Applied Information Science
- Gainsight
- Appen
- Celigo
- Syspro
- Burroughs
- Zywave
- Trax Retail
- Afterpay
- AFS Technologies
- Xactly Corporation
- And many others

# Marketing Execs Value Peer Reviews as Part of the Buying Process



**92%** of marketing executives believe peer group commentary and third party community forums are an important step in completing the buyer's journey.



**64%** of responding executives stated that customer review sites play a relatively major role in their marketing mix.





# A Marketing Dilemma



**60%** of respondents rate intent data as the best indicator of new prospective customers that are “ready for sales”.



**96%** of respondents believe that the most impactful way to convert a prospect is let a customer tell them their story.

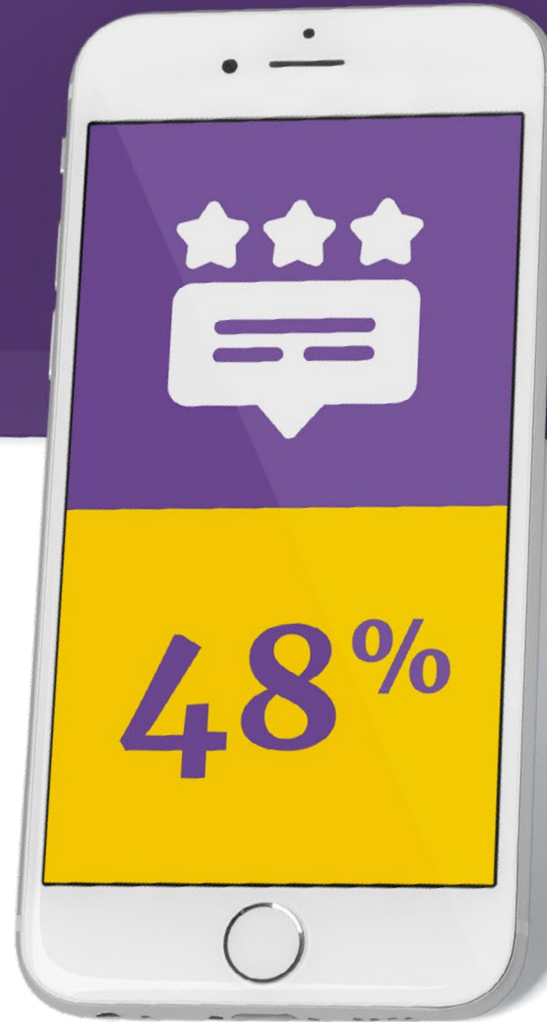


**only 32%** of companies fully embrace VOC content to convert prospects to customers.

Our survey revealed  
an **opportunity for  
customer education:**

**Nearly half of respondents named  
customer review sites as the most  
underutilized media channel**

for helping prospective customers  
become educated about business  
technology...the highest of any channel  
by a factor of 2.5x!



**BAIN & COMPANY** ↻

“ As the quality of digital content has improved, **people who buy technology for their companies are educating themselves to a greater extent**, and want more control over the sales process.

By talking with industry peers, researching vendor or industry websites, and reading reviews, they become purchase-ready.

*Great Unmet Expectations: Tech Buyers Deserve Better  
from Sales and Marketing | Bain & Company*

”

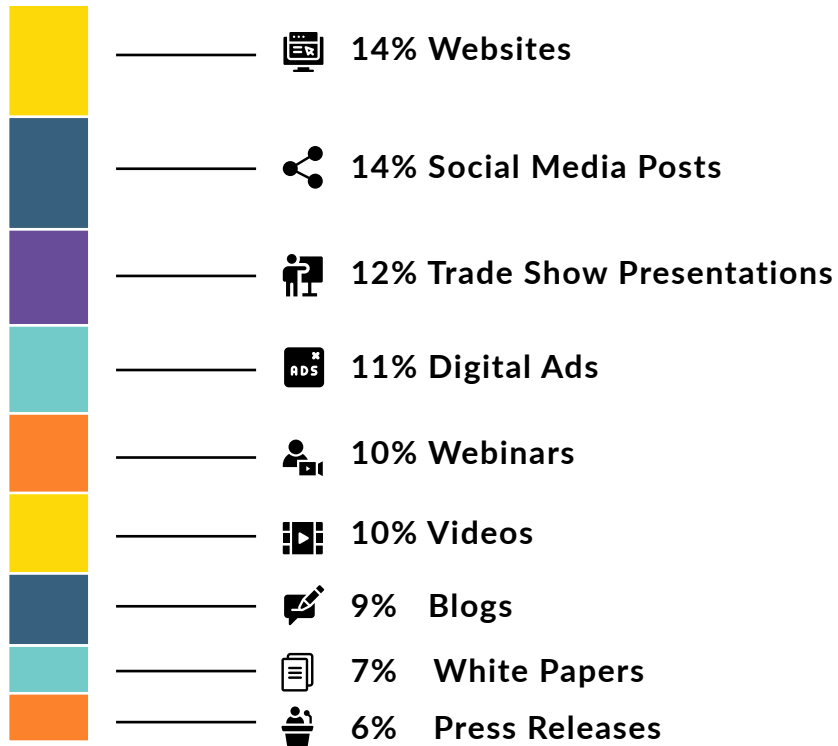




# Voice of the Customer (VOC)

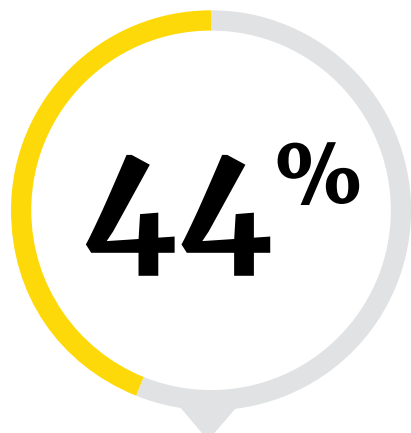
insight is not consistently applied to important assets used for customer engagement:

PERCENTAGE OF MARKETING ORGANIZATIONS USING VOC DATA IN CUSTOMER COMMUNICATIONS



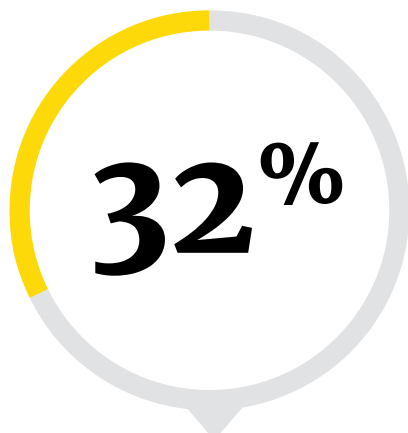
# Roadblocks to Excellence

Obstacles cited by respondents for omitting voice of customer content in marketing efforts:



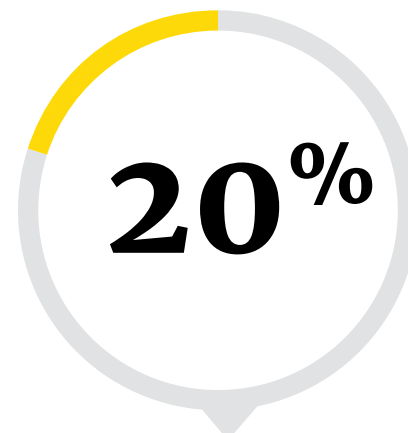
**Who's Talking?**

Customers are hard to source for VOC content



**What's Relevant?**

Voice of customer insight is not aligned to the target buying persona



**What's Next?**

They have VOC data but no one to build VOC based content





96%

of marketing executives believe that customer review sites are critical in identifying potential customers

## PeerSpot allows you to target and identify in-market buyers

Know when a new customer is:

- ✓ Researching your products
- ✓ Comparing your products against alternatives
- ✓ Researching your industry





# PeerSpot Brings You the Lifecycle of a Prospect to a Customer



**Creates happy customers  
that want to leave reviews  
and do case studies**



**Create customer reviews  
and case studies**



**Drives faster  
conversion to  
customer**



**Drives engagement  
that creates intent  
and leads**



# Mapping the Evolution of Peer Insight Data



## ANALYSTS

- Expensive
- Perceived “pay to play”
- Mafia mentality

**Gartner**  
**FORRESTER**



## 1ST GEN PEER REVIEW SITES

- Quantity over quality
- Thin reviews
- Fake reviews
- Not overly helpful for tech buyers



## BUYING INTELLIGENCE PLATFORMS

- In-depth content
- More than reviews: Community, Q&A, peer interactions, and more
- Verified by real human beings
- Valued by tech buyers
- Influential in the buying process

 **PeerSpot**

## Pick a Path to Learn More



**Review a case study**  
geared to your needs



**Get advice** on how to use  
late stage intent data as  
part of your ABM strategy



**Get a demo** to see how  
PeerSpot can help you  
add late stage leads to  
your funnel



**Explore techniques** for  
using customer reviews  
to tell your story





PeerSpot

Thank You

